1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

   Ans:-
   Tags_Lost to EINS
   Tags_Closed by Horizzon
   Tags_Will revert after reading the email

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

   Ans:-
   Lead_Source_Wellingak Website
   What is your current occupation_Working Profesisonal
   Lead Origin_Lead Add Form

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

   Ans:-
   Two approaches
   Approach 1:- Now that extra 10 people are available under the sales team; they can task the interns with contacting the potential leads and converting them to leads. We are assuming regarding the interns hired i.e. they have been thoroughly tested to be good in communication with people and convincing them. This way the sales team can focus on the non-potential leads and think about a strategy to get more non-potential leads to potential leads.

   Approach 2:- 5 interns will work with the sales team on devising a strategy to convert the non-potential leads to potential leads and the remaining 5 will talk to the potential leads to convert them into leads.

4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.
   Ans:-
   It is assumed here that using the Tags column, the leads can be distributed to various buckets or stages.

1. New
2. Started communication
3. Nurturing
4. Potential
5. Non-potential
6. Lead

Now that the Sales team has reached their target and have converted most of the potential leads to leads, they can work on devising a strategy to let less and less people in non-potential leads stage so that potential leads and ultimately lead conversion rate will increase. They can improve their communication template so that it seems more convincing thereby putting lesser people in non-potential leads.